



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, June 28, 2022 at 8:00 a.m.

Board Members

Cheryl Etherington, CGA	Chair
Shannon Fogarty, Tim Hortons	Treasurer
Rose Luxton, Lakeside Livin	Director
Rano Dandybaeva, The Flavour Fox	Director (<i>arrived at 8:12 a.m.</i>)
Ryan Mascarenhas, Goldwyn & Sons	Director

Absent

Sherril Wright, RBC	Vice Chair
Paul Cates, Property Owner	Director

Regrets

Sean O'Meara , Councillor, Halton Region and Ward 1	Director
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Management

Maureen Healey	Executive Director, Bronte BIA
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Invited Guests

Judy Morgan	Three Sixty Collective (<i>departed at 8:34 a.m.</i>)
Lynn Clay	Recording Secretary, INaMINUTE Ltd.

The meeting was held by videoconference.

1.0 CALL TO ORDER

With quorum present, C. Etherington presided as Chair and called the meeting to order at 8:05 a.m.

2.0 APPROVAL OF AGENDA

Road resurfacing project was added as a New Business item.

On a **MOTION** by R. Luxton, **seconded** by R. Mascarenhas, **it was resolved** to approve the amended agenda.

The motion was carried.

3.0 APPROVAL OF MINUTES

The Board reviewed the minutes for errors and omissions.

*On a **MOTION** by S. Fogarty, **seconded** by R. Luxton, **it was resolved** to approve the minutes of the Board of Directors' meeting held on May 24, 2022, as presented.*

The motion was carried.

4.0 NEW BUSINESS

R. Dandybaeva arrived at the meeting at 8:12 a.m.

4.1 Economic Development Plan

The Board welcomed Judy Morgan, Three Sixty Collective. J. Morgan had a career working with Toronto Economic Development and had lived in Bronte and now lives in Oakville, so she has the economic development expertise and knows the community.

J. Morgan provided an overview of the work that Three Sixty Collective had been doing to prepare the BIA to have a stronger and proactive role in economic development. Referring to a slide deck, the presentation included main conclusions, including that there were some fixable weaknesses, and elaborated on the key recommendations. J. Morgan concluded with a list of resources that Three Sixty Collective was providing to the BIA.

J. Morgan welcomed questions now or advised she could return to a next meeting to answer Board questions. Management commented that the BIA had already started to do some of the work and noted that this report provided the structure to ensure the work would be done well and that the proper resources and partners were lined up. This plan would also help with the 2023 Operating Plan process.

The Board thanked J. Morgan for attending and presenting to the Board.

J. Morgan departed the meeting at 8:34 a.m.

A Board Director asked Management if the BIA had an area map of where certain businesses should be placed. Management advised that there was not such a map and added that Three Sixty Collective could assist to develop this resource. The problem was that the BIA did not have a lot of space to be filled. Its goal is to be intentional about placing any businesses displaced due to development and to be involved early with development planning to ensure the proper size of retail was provided in the building plans.

For the information of the Board, Management advised that today, from 8:30 a.m. to 10:30 a.m., was the Bronte Lakeside condominiums open house for BIA Members, as an exclusive first look in advance of the presentation centre opening.

4.2 Canada Day Update

Management advised that the plans had not changed. During the day it would be business as usual for a stat holiday and, in the evening, at 6:00 p.m., the town would activate with formal programming. Street closures would begin at 5:00 p.m. to accommodate the shuttle bus. Signage would be posted to alert that there would be no event parking in Bronte and that ticketing and towing would take place. The BIA was sponsoring the legion music and BBQ.

4.3 BIA Board Elections Timing

BIA elections are tied to the municipal elections and are held every four (4) years. The election nominating process would be in September 5 to October 5, 2022. The Board could strike a nominating committee to find Board Directors from the business membership. The current Board Directors were asked to advise Management of their intention to stay or not for the next term. The BIA Annual General Meeting (AGM), to elect the Board Directors, was tentatively scheduled for Tuesday, November 22, 2022. This item would be on the agenda for the next meetings.

4.4 Road Resurfacing Project

Management had been given very last-minute notice that Lakeshore Road and Bronte Road would be resurfaced and have curb and sidewalk repairs done from mid-July to September 2022. During the work no roads would be closed, and no sidewalks would be inaccessible, and the work would be done in sections over a day or two (2). Management would provide specific timing information to the businesses.

5.0 REPORTS

5.1 Financials

5.1.1 2022 Budget – May Updates

The Board received a written financial report from the Treasurer, S. Fogarty. The Treasurer noted that the third installment payment was on schedule, to be received on June 30, 2022.

*On a **MOTION** by S. Fogarty, **seconded** by R. Mascarenhas, **it was resolved** to receive the May 31, 2022 income statement and balance sheet, as presented.*

The motion was carried.

5.1.2 MSC Hospitality Sponsorship

As part of its Enhanced Experiences focus, the BIA is investing in third-party non-profit groups to hold events in the district. As directed by the Board, Management has grandfathered in a \$15,000 sponsorship of MSC Hospitality Ltd.'s Lake Notes Summer Series of 11 days of concerts in the Bronte Heritage Waterfront Park. The BIA would also act as the flow-through for RBC's \$12,000 sponsorship. The contract agreement with MSC Hospitality had been included in the meeting package. The Treasurer noted that the Board had to approve any contracts that exceeded \$5,000.

*On a **MOTION** by S. Fogarty, **seconded** by R. Luxton, **it was resolved** to approve the agreement with MSC Hospitality Ltd. for \$27,000, as presented.*

The motion was carried.

5.2 Operating Plan – May Update

The Board received a written report of May 2022 updates. Management added that they were participating in meetings and conversations with the town on developing an overarching parking management strategy. The BIA concerns were being listened to and the BIA was working to influence the strategy, which would go to council in January 2023. Multi-modal connectivity was also being discussed as part of the strategy.

*On a **MOTION** by R. Mascarenhas, **seconded** by R. Dandybaeva, **it was resolved** to receive, as presented, the May 2022 Operating Plan Update Report.*

The motion was carried.

5.3 Town Update

There was no update as neither Councillor O’Meara nor Councillor Robertson were in attendance.

6.0 COMMENTS / ANNOUNCEMENTS

There were no items.

7.0 NEXT MEETINGS

A social event for the Board was scheduled for July 21, 2022, from 6:00 to 7:00 p.m., in advance of the start of the Lake Notes concert. The location would be advised.

The next Board of Directors meetings, to be held at 8:00 a.m. by videoconference, were scheduled for the following dates:

- Tuesday, July 26, 2022
- Tuesday, September 27, 2022
- Tuesday, October 25, 2022
- Tuesday, November 22, 2022

8.0 CLOSE

With no further business to conduct, the Chair declared the meeting closed at 8:57 a.m.

Director

Date

Director

Date